



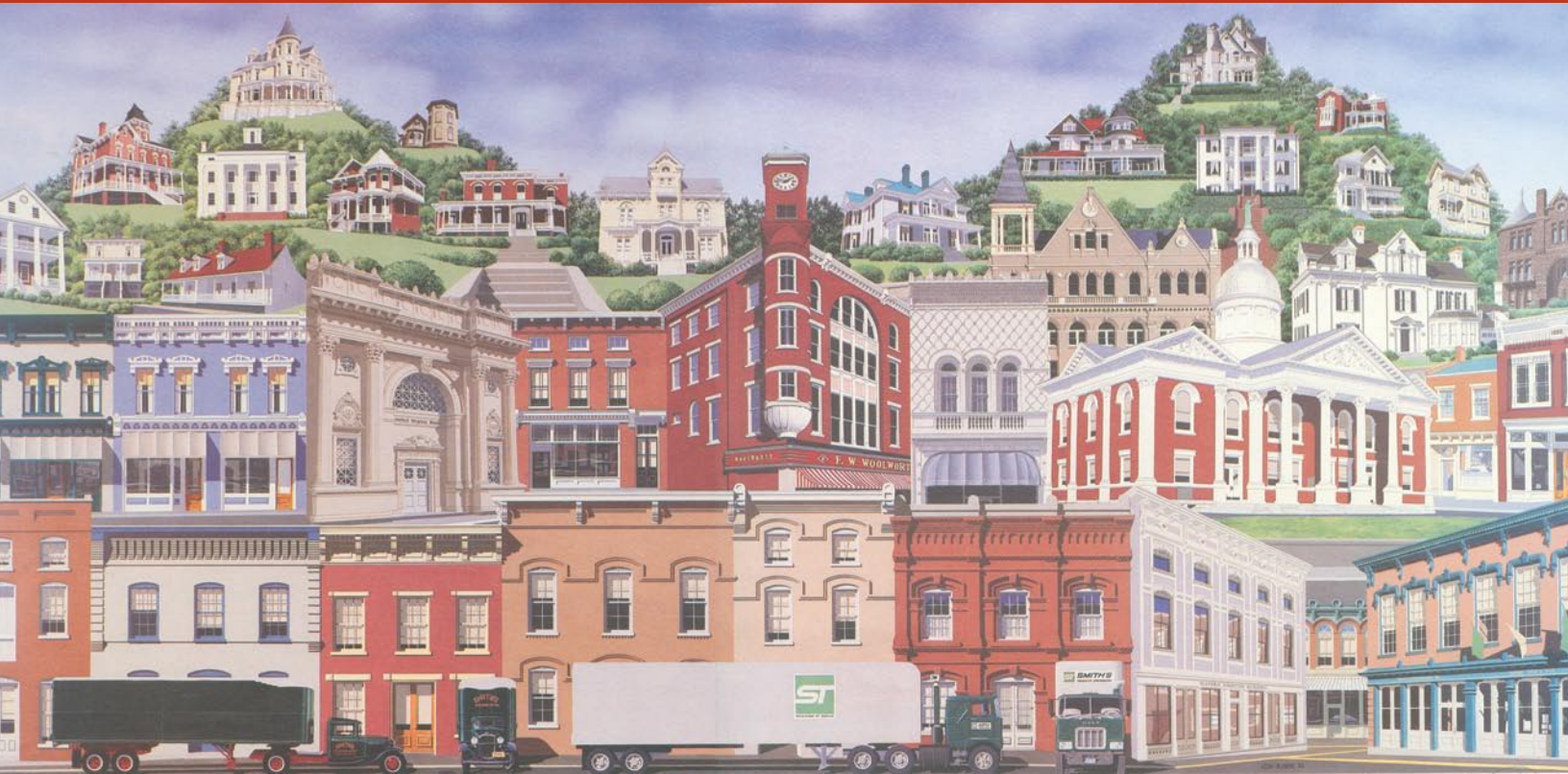
# PRESERVATION PAYS!

*virginia's twenty-second annual*

## PRESERVATION CONFERENCE

SEPTEMBER 23-25, 2007

Staunton, Virginia



## RESTORE VIRGINIA!

A Workshop on Restoration Techniques  
and Traditional Building Trades

SEPTEMBER 21-23, 2007

Frontier Culture Museum and Historic Downtown Staunton

Sessions for the 22nd annual Virginia Preservation Conference will be held at our host hotel, the Stonewall Jackson, a \$3.0 million tax credit project; the R. R. Smith Center for History and Art, recipient of over \$1.7 million in state and federal tax credits; and the Blackfriars Playhouse, the world's only re-creation of Shakespeare's original indoor theatre.

Restore Virginia! demonstrations will take place at the Frontier Culture Museum of Virginia, a living history museum that features five historic farms representing the daily lives of the people who immigrated to the new world. The R. R. Smith Center will serve as the location for the Restore Virginia! workshops.



Images clockwise starting from upper left: Frontier Culture Museum, Stonewall Jackson Hotel, Blackfriars Playhouse, R.R. Smith Center for History and Art

Image of Blackfriars Playhouse courtesy of Lee Brauer Photography. Image of the R. R. Smith Center courtesy of Frazier Associates.

# GREETINGS



Photo courtesy of Staunton Downtown Development Association

## JOIN US IN STAUNTON SEPTEMBER 21 – 25, 2007

APVA Preservation Virginia and the Virginia Department of Historic Resources invite you to attend “Preservation Pays!” the 22nd annual Virginia Preservation Conference, September 23–25, with keynote address by Donovan Rypkema, author of *The Economics of Historic Preservation: A Community Leader’s Guide*. Staunton, our host city, is an ideal setting for a conference that focuses on the economic impact of historic preservation. The City of Staunton and Historic Staunton Foundation have a long history of recognizing the important relationship between historic resources, economic development and tourism and have promoted the preservation and revitalization of their historic downtown and neighborhoods.

This year’s conference sessions will be held at three of Staunton’s downtown “landmarks” – the newly renovated Stonewall Jackson Hotel & Conference Center, a National Trust Historic Hotel of America; the adjacent Blackfriars Playhouse at the American Shakespeare Center; and the R. R. Smith Center for History and

Art, an adaptive reuse of the 1893 Eakleton Hotel, designed by noted local architect T. J. Collins.

Join us as well for the second annual Restore Virginia! A Workshop on Restoration Techniques and Traditional Building Trades. The pre-conference workshop will be held September 21 – 23 with presentations, tours and ongoing demonstrations at Frontier Culture Museum; “hands-on” workshops at the R. R. Smith Center; and keynote address by English timber framer Peter McCurdy. Once again this year we welcome the participation and support of the Preservation Trades Network.

The Preservation Conference and Restore Virginia! Workshop give each of us the opportunity to gain new skills, learn from other’s successes and challenges and enlarge our ranks. So join colleagues from across the Commonwealth as we learn how to preserve and maintain our historic resources, meet new friends and just have some fun.



Appreciation to the City of Staunton for supporting the Certified Local Government representatives attending the 22nd Annual Virginia Preservation Conference and Restore Virginia! Workshop.



## CONTINUING EDUCATION CREDITS

Sessions and workshops with the AIA/CES logo qualify for continuing education credits from the American Institute of Architects Continuing Education Program. The “What It Means to be in a Historic District” Workshop on Tuesday, September 25 also qualifies as a continuing education and post license education course through the Virginia Real Estate Board.

## ON THE COVER

Front: Staunton Mural by John Ruseau. Image courtesy of Historic Staunton Foundation.



# RESTORE VIRGINIA!

A Workshop on Restoration Techniques and Traditional Building Trades  
FRONTIER CULTURE MUSEUM & R.R. SMITH CENTER FOR HISTORY AND ART  
STAUNTON

## FRIDAY, SEPTEMBER 21<sup>ST</sup>

Noon - 2:00 P.M.

Registration – R. R. Smith Center for  
History and Art, Downtown Staunton

2:00 P.M. - 5:00 P.M.

Workshop: “Sacrificial Finishes  
in Historic Structures” by Richard  
O. Byrne; R.R. Smith Center



5:00 P.M. - 6:00 P.M..

Registration – Stonewall Jackson Hotel Lobby

6:30 P.M. - 8:30 P.M.

Welcome, Dinner, and Keynote Address  
Frontier Culture Museum

*Included in Restore Virginia! registration. Guests are an additional charge.*

Welcome – Terry Graham, *APVA Preservation Virginia* and  
Camille A. Bowman, *Virginia Department of Historic Resources*

Keynote Address by Peter McCurdy,  
McCurdy and Co. Ltd.; England

Mr. McCurdy's airfare from the United Kingdom generously  
provided by Sterling Brownell Travel

Introduction: Ray Wright, *Frontier Culture Museum*

The reconstruction of Shakespeare's Globe Theatre in London established McCurdy and Co. as the leaders in the field of authentic reconstruction of historic timber frame buildings. Mr. McCurdy will talk about the Globe and the other historic replicas and reconstruction projects they have done including barns and farm buildings, medieval halls, and commercial buildings. McCurdy and Co. includes among their clients open air museums in both the United Kingdom and the United States including Frontier Culture Museum.

## SATURDAY, SEPTEMBER 22<sup>ND</sup>



*Restore Virginia! 2006*

8:00 A.M. – 10:00 A.M.

Registration – Stonewall Jackson Hotel Lobby

### Saturday's Events at Frontier Culture Museum

Presentations, the Pavilion(unless otherwise noted):

9:00 A.M. – 9:45 A.M. - Maintenance Barn Tour and the  
Use of Traditional Building Techniques at Frontier Culture  
Museum, Ray Wright

10:00 A.M. – 10:30 A.M. - What is the Preservation Trades  
Network? Lisa Sasser, AIA, PTN President

10:35 A.M. - 11:45 A.M. - A Timber Frame Primer, Glenn  
James

11:50 A.M. - 1:00 P.M. - Timber Framing II, Peter McCurdy  
and Jordan Finch

1:05 P.M. – 2:15 P.M. - Estimating the Scope of Work for  
Historic Structures, Duffy Hoffman

2:20 P.M. - 3:30 P.M. - Masonry Conservation and Lime  
Mortars, Andy deGruchy

3:35 P.M. - 4:45 P.M. – Woodworking, Paul Hooks

3:35 P.M. - 5:00 P.M. - Bloomery Smelting, Lee Sauder &  
Skip Williams; Blacksmithing, Gerald Boggs

# RESTORE VIRGINIA!

SATURDAY, SEPTEMBER 23RD CONTINUED



9:00 A.M. – 5:00 P.M.

## Ongoing Restoration Techniques and Traditional Trades Demonstrations, Frontier Culture Museum

Includes Bloomery Smelting by Woods Creek Forge; Antique Tools; Tool Sharpening; Timber Framing; Wood Consolidation; Blacksmithing; and much more!

## Saturday's Workshops at the R.R. Smith Center for History and Art, Downtown Staunton

10:00 A.M. – 1:00 P.M.

“Wood Elements and Porch Repair” by David Gibney, Historic Restoration Specialists



2:30 P.M. – 5:30 P.M.

“Masonry: Brick and Stone” by the Prices, Virginia Lime Works; John Friedrichs, New Dimension Building



SUNDAY, SEPTEMBER 23<sup>RD</sup>

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## Sunday's Events at Frontier Culture Museum

### Presentations at the Pavilion (unless otherwise noted):

9:30 A.M. – 10:45 A.M. – Paint Practices for Historic Structures, Duffy Hoffman

11:00 A.M. – 12:15 P.M. – Wood Consolidation, Bryan & Carol Blundell

12:30 P.M. – 2:00 P.M. – Side Lap Shingle Production & Installation, Jim Houston; Tour of the Bowman House, Ray Wright

9:00 A.M. – 2:00 P.M.

## Ongoing Restoration Techniques and Traditional Trades Demonstrations, Frontier Culture Museum

Includes Virginia Lime Works on Masonry; Antique Tools; Tool Sharpening; Timber Framing; Wood Consolidation; Blacksmithing; and much more!

## Sunday's Workshop at the R. R. Smith Center for History and Art, Downtown Staunton

10:30 A.M. – 1:30 P.M.

“Repair of Historic Wooden Windows” by David Gibney, Historic Restoration Specialists



Reconstruction of Bowman House. Photo courtesy of Frontier Culture Museum

# TRANSITIONAL EVENT

## STAUNTON

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*Western State Main Building. Photo courtesy of Historic Staunton Foundation*

## SUNDAY, SEPTEMBER 23<sup>RD</sup>

2:00 P.M. – 4:00 P.M.

**Preservation Conference Registration**  
– Stonewall Jackson Hotel Lobby

## SUNDAY, SEPTEMBER 23<sup>RD</sup>

**THE TRANSITIONAL EVENT IS  
OPTIONAL AND NOT INCLUDED  
IN THE REGISTRATION FEES.**

**Tours & Reception - \$50 (\$55 per guest)**

**Reception Only - \$35 (\$40 per guest)**

### TOURS

**Walking Tours of Downtown Staunton generously  
offered by Historic Staunton Foundation.**

*The hour-long tours start in the Stonewall Jackson Hotel Lobby at  
3:00 P.M. and 5:00 P.M.*

**Tours of the Villages at Staunton, the Adaptive  
Reuse of Western State Hospital, generously  
offered by Robin Miller, Miller and Associates;  
Bryan Clark Green, Commonwealth  
Architects; Beth Scripps, Frazier Associates**

*Tours are from 3:00 P.M. to 4:30 P.M. and 4:30 P.M. to 6:00 P.M.*

## RECEPTION AT THE R. R. SMITH CENTER FOR HISTORY AND ART, DOWNTOWN STAUNTON

6:30 P.M. – 8:00 P.M.



*Image courtesy of Frazier Associates*

Join colleagues for a reception at the R.R. Smith Center and enjoy *Staunton's Architecture: Building Our Community*, an exhibit that highlights the richness and splendor of the Queen City's built environment. The exhibit will feature images from Staunton's past, architectural drawings, and photographs showing the progression of the City to its current renovated, rejuvenated condition.



*Marquis Building, Staunton. Photo courtesy of Prewitt Scripps*



# PRESERVATION PAYS!

The 22nd Annual Virginia Preservation Conference  
STONEWALL JACKSON HOTEL; BLACKFRIARS PLAYHOUSE; AND  
THE R.R. SMITH CENTER FOR HISTORY AND ART  
HISTORIC DOWNTOWN STAUNTON

## MONDAY, SEPTEMBER 24<sup>TH</sup>

7:30 A.M. – Noon

**Preservation Conference Registration**  
– Stonewall Jackson Hotel Lobby

7:30 A.M. – 10:00 A.M.

**Continental Breakfast - Stonewall  
Jackson Hotel Lobby**

8:30 A.M. – 9:45 A.M.

**Welcome & Keynote Address**

**“Economics, Sustainability, and Historic  
Preservation”**



Speaker:

**Donovan D. Rypkema**, *Principal, PlaceEconomics*

“Green Buildings” in the United States are attracting the attention of architects, builders, city officials, and environmentalists. What is not broadly understood, however, is that “green buildings” are only part of the larger sustainable development movement. Sustainable development certainly includes environmental responsibility but also economic and cultural responsibility. The contributory role of historic buildings to sustainable development cannot be overestimated. *The greenest building is the one that isn't razed and taken to the landfill.*



*Donovan D. Rypkema*

10:00 A.M. – 12:15 P.M.

**CONCURRENT SESSIONS:**  
**THE BASICS OF PRESERVATION AND  
LAND CONSERVATION IN VIRGINIA**



Moderator:

**Jennifer Murdock**, *Technical Preservation Services Branch,  
National Park Service*

Speakers:

**Jonathan Brown**, *Virginia Department of Housing and Community  
Development*; **Wendy Musumeci**, *Virginia Department of Historic  
Resources*; **Elizabeth Obenshain**, *New River Land Trust*;  
**Don Loock**, *Piedmont Environmental Council*

Historic preservationists are learning to widen their view beyond the retention and protection of a single architectural resource. As the field widens to embrace scenic viewsheds, urban parklands, rural historic districts, and working farmland, practitioners are often left wondering what tools are available in this expanding world of preservation and land conservation.

The purpose of this session is to identify and discuss methods available for the preservation and conservation of historic, scenic, architectural, archaeological, natural, agricultural, and recreational resources. Participants will be informed of the risk to resources and the various protection methods available in the state of Virginia. The panelists will identify the threats to specific resource types and the methods available to work to preserve and protect identified property types. Audience members will leave with a general understanding of the constellation of protection measures available in Virginia.



*Downtown Staunton.  
Photo courtesy of Historic Staunton  
Foundation*

# PRESERVATION PAYS!

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MONDAY, SEPTEMBER 24TH CONTINUED

10:00 A.M. – 12:15 P.M.

## SUSTAINABLE DEVELOPMENT AND THE ECONOMICS OF DESIGN



Moderator:

**Kathleen O. Frazier**, AIA, *Frazier Associates*

Speakers:

**Travis C. McDonald**, *Director of Architectural Restoration, Thomas Jefferson's Poplar Forest*; **Donovan D. Rypkema**, *Principal, PlaceEconomics*

Given the premise that the preservation and reuse of historic and existing buildings, districts and communities is by its very nature sustainable design, the issues and challenges become how to do rehabilitation/restoration work in a way that is economical and Green while respecting the historic fabric of the building. From museums to large commercial rehabilitation projects, the challenges are at once similar and unique to the particular building. This session will include a presentation by Travis McDonald on the restoration of Poplar Forest and specifically its innovative HVAC system. Kathy Frazier, AIA, will present more recent projects in downtown Staunton with a focus on sustainability and the economics of rehabilitation. Attendees will have the opportunity to discuss the issues and challenges with Ms. Frazier, Mr. McDonald and Mr. Rypkema.

10:00 A.M. – 12:15 P.M.

## LOCAL ECONOMICS OF PRESERVATION: CREATING THE MODEL



Moderator:

**Robert A. Carter**, *Director for Community Services, Virginia Department of Historic Resources*

Speakers:

**Bill Hamilton**, *Director of Economic Development, City of Staunton*; **Kyle Meyer**, *Community Development Program Administrator, Virginia Main Street*; **Ashley Peace**, *Policy Analyst, Virginia Department of Historic Resources*; **Terri Proffitt**, *Executive Director, Lynch's Landing, City of Lynchburg*

Historic preservation at the local level has to operate effectively in the world of money and economics. To keep boards of supervisors, city and town councils and developers from ripping down serviceable old buildings, preservationists have to make a persuasive case that historic preservation pays. This session presents exemplary ways of measuring and demonstrating the economic impact of historic preservation in terms that local decision makers and opinion leaders can understand. Panelists will present case studies from communities across the state that are using historic preservation as an effective strategy for economic development and revitalization as well as the latest figures on the economic impact of Virginia's historic rehabilitation tax credit program.

12:30 P.M. – 2:00 P.M.

## LUNCHEON

### Luncheon Address: Endangered Historic Sites and Historic State Buildings



**Elizabeth Kostelny**, *Executive Director, APVA Preservation Virginia*; **Kathleen Kilpatrick**, *Director, Virginia Department of Historic Resources*; **Robert S. Mills**, *ALA, Commonwealth Architects*

Monday's lunch session speakers will focus on practical solutions to the complicated and often emotionally charged preservation threats in the 21st century. Director of the Department of Historic Resources, Kathleen Kilpatrick, will speak to the Commonwealth of Virginia's role as steward of multiple landmark properties. Robert Mills, AIA, Commonwealth Architects will follow up with a discussion of the rehabilitation of the 8th and 9th Street office building complex in downtown Richmond, which allows for the demolition of one of the buildings. Elizabeth Kostelny, APVA Executive Director, will address APVA Preservation Virginia's approach to solving the myriad of preservation challenges in Virginia today, with an emphasis on the APVA's Most Endangered Historic Sites List. *All full and Monday conference registrants are invited.*



*Elizabeth Kostelny at the announcement of the 2007 Endangered Historic Sites in Danville.*



# PRESERVATION CONFERENCE

MONDAY, SEPTEMBER 24TH CONTINUED



Present R.R. Smith Center in 1980. Photo courtesy of Historic Staunton Foundation

2:15 P.M. - 4:30 P.M.

## CONCURRENT SESSIONS: ECONOMIC INCENTIVES OR PRESERVATION CAN PAY



Moderator:

**Elizabeth Tune**, *Virginia Department of Historic Resources*

Speakers:

**Dan Gecker**, *Kutak Rock*; **Cornelia Christian**, *Conservation Partners (invited)*

In this workshop, panelists will identify and discuss economic incentives that are used to promote historic preservation, with a focus on rehabilitation and land conservation tax credits. The experts will detail how rehabilitation tax credits can be utilized in various kinds of projects, from small to large scale redevelopment, and how ownership entities should be structured. Panelists will assess the impact of financial incentives on historic properties and communities, and provide case studies to illustrate these effective tools.

2:15 P.M. - 4:30 P.M.

## TOURISM AND MARKETING HISTORIC SITES



Moderator:

**Sergei Troubetzkoy**, *Director, Bedford Tourism*

Speakers:

**Julie Armel**, *Public Relations/Marketing Coordinator The Museum of the Shenandoah Valley*; **Elizabeth Paradis Stern**, *Program Manager for Public & Government Relations, The Shenandoah Valley Battlefields Foundation*; **Mitch Bowman**, *Executive Director, Virginia Civil War Trails*

Donovan Rypkema in *The Economics of Historic Preservation: A Community Leader's Guide* observes that economic development professionals no longer view tourism as peripheral to economic growth but central to it. However, the effective marketing of historic sites to potential visitors is often misunderstood or not properly addressed by museum professionals who find themselves out of necessity focusing on general museum operations. Speakers with expertise in marketing historic communities, historic sites and museums will illustrate ways in which their organizations have partnered with other sites in combining resources to promote historic resources, and how special programs have been developed and implemented to attract visitors to historic sites and communities.

## LOCAL ECONOMICS OF PRESERVATION: MANAGING THE MODEL



Moderator:

**Frank Strassler**, *Executive Director, Historic Staunton Foundation*

Speakers:

**Mary Joy Scala**, *Preservation and Design Planner, City of Charlottesville*; **Donovan Rypkema**, *PlaceEconomics*

Neighborhood revitalization through historic preservation is a success throughout Virginia. However, now that the promise of increased property value is a reality, statements and actions common to the neighborhood gentrification label are surfacing. How will preservationists and community leaders across Virginia manage successful revitalization?

The intent of Managing the Model is to illustrate potential new challenges faced by communities working with neighborhood revitalization. Presenters will outline how preservation strategies can potentially mitigate or how communities may welcome issues associated with gentrification.

# PRESERVATION PAYS!

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## MONDAY, SEPTEMBER 24TH CONTINUED

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4:30 P.M. – 6:00 P.M.

Reception, Stonewall Jackson Hotel

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6:30 P.M. – 8:30 P.M.

Dinners and Discussion on Three Topics:

New & Substitute Materials;

Dealing with Endangered Historic Sites;

Go to the Source: Ask APVA Preservation Virginia  
and the Department of Historic Resources

Join colleagues at dinner for informal discussions on some  
of the challenges faced by preservationists in Virginia today.

Please note this is an optional offering and dinner is  
not included in the conference registration fee.



*Grandma Moses House,  
2007 Endangered Historic Site. Photo  
courtesy of Augusta County Historical  
Society*

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8:30 P.M. – 10:00 P.M.

Hospitality Suite, Stonewall Jackson Hotel

The opportunity for networking and informal  
discussion continues. (Included in registration fee.)

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## TUESDAY, SEPTEMBER 25<sup>TH</sup>

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7:30 A.M. – 10:00 A.M.

Continental Breakfast – Stonewall Jackson Hotel  
Lobby

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8:00 A.M. – 10:00 A.M.

Registration continues – Hotel Lobby

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8:30 A.M. – 9:45 A.M.

### General Session – A Model for Addressing Affordability



Speaker:

**Jo Ramsay Leimenstoll, AIA**; *Professor and Director of Graduate  
Study, Department of Interior Architecture University of North  
Carolina — Greensboro*

Jo Leimenstoll has worked as a Main Street architect in North Carolina and currently teaches at the University of North Carolina – Greensboro. As an active resident of Greensboro's Downtown Historic District and as a member of Guilford County's Historic Preservation Commission, Ms. Leimenstoll has considerable first-hand experience with affordability in local historic districts. As an answer to issues of affordable rehabilitation, Jo has written the Affordable Housing Design Guidelines ([www.achp.gov](http://www.achp.gov)) that explains the Four-Step thought process required in making defensible yet affordable rehabilitation decisions. Jo will explain "affordable rehabilitation" illustrated by these design guidelines and her first-hand experience as well as offering solutions to all Virginians for making decisions about appropriate rehabilitation work.

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10:00 A.M. – 12:15 P.M.

### CONCURRENT SESSIONS: LEAN AND GREEN: AFFORDABLE REHABILITATION



Moderator:

**Camille Bowman**, *Certified Local Government Coordinator,  
Virginia Department of Historic Resources*

Speakers:

**Jo Ramsay Leimenstoll, AIA**; **Erik Nelson**, *Senior Planner, City  
of Fredericksburg*; **Isaac Ward, AIA**, *City of Petersburg ARB*

Building on Monday's discussions on "sustainable design," this panel will discuss their experiences with affordable rehabilitation. Each community in Virginia has faced the issues of affordability, whether through federally-funded housing projects, local ARB decisions or even their own personal home maintenance. The panel will discuss some of the challenges they have encountered in their communities. Jo Leimenstoll will respond to each community's challenges in a useful, interactive discussion while utilizing her "Affordable Housing Design Guidelines" as the basis for her responses to each community's issues.

# PRESERVATION CONFERENCE

TUESDAY SEPTEMBER 25TH CONTINUED

10:00 A.M. – 12:15 P.M.

## TIPS, TOOLS AND STRATEGIES FOR PRESERVATION ADVOCACY



Moderator:

**Renee Viers Kuhlman**, *State and Local Policy, National Trust for Historic Preservation* & **Elizabeth Kostelny**, *Executive Director, APVA Preservation Virginia*

Speakers:

**Kevin Leahy**, *Board Member, County of Spotsylvania Planning Commission*; **Lisa Burcham**, *Forest City Military*; **Virgil McDill**, *Communications Department, National Trust for Historic Preservation*

How well we advocate for the preservation of historic resources—before city governments, in the media, and even throughout the General Assembly session—often dictates how Virginia's fragile sites fare in the future. Advocating for preservation—whether it be a request for governmental funding or protection of an historic site threatened by ill-advised development—can be a lengthy, complicated process. In this session, preservationists will dissect their advocacy efforts and offer tips for making your case before the media, provide suggestions for advocating before locally-elected officials, and share strategies for educating different audiences about preservation priorities. During the small-group exercise, attendees will learn how to break down the components of an advocacy campaign into manageable steps and take away sample press releases, e-mail alerts, and other advocacy tools to use back home. Whether you are seeking to refine your advocacy techniques or are new to the movement, attend this session to hear how others have successfully advocated for the preservation of irreplaceable historic resources.

10:00 A.M. – 12:15 P.M.

## RURAL CULTURAL RESOURCES IN THE WAY OF SPRAWL



Moderator:

**Louis Malon**, *Director of Preservation Services, APVA Preservation Virginia*

Speakers:

**John Hodges**, *Hanover County Deputy Administrator*; **Gennie Keller**, *Land and Community Associates & APVA Preservation Board Member*; **Kevin Schmidt**, *Office of Farmland Preservation, Commonwealth of Virginia*; **Sally Thomas**, *Albemarle County Board of Supervisors*

This session will focus on strategies for protecting rural areas from the pressures of urban, suburban and exurban growth. Speakers will focus on available tools that allow for a balance of growth and preservation. Case studies will be used to illustrate successful, and some not-so-successful, preservation challenges in Virginia. Participants will come away with a renewed appreciation for the timeless value of open space, the economic value of farmland and a sense of how growth can be accommodated without losing either.



*Yount-Gochenour House,  
2007 Endangered Historic Site Photo  
courtesy of Augusta County Historical  
Society*

## TUESDAY, SEPTEMBER 25<sup>TH</sup>

### OPTIONAL WORKSHOP, SESSIONS AND TOUR

The following are free for Preservation Conference registrants but pre-registration is required. Non- registrants may register but fees apply.

12:30 P.M. – 1:30 P.M.

### Walking Tour of Newtown Historic District

Tours generously offered by Dr. Katharine L. Brown and the Newtown Neighborhood Association



# PRESERVATION PAYS!

TUESDAY SEPTEMBER 25TH CONTINUED

1:30 P.M. – 3:30 P.M.

## Putting Together a Rural Preservation Plan



This session is generously sponsored by the Augusta County Historical Society

Moderator:

**John Merrithew**, *Deputy Director, Loudoun County Department of Planning*

Speakers:

**Heidi Siebentritt**, *Preservation Planner, Loudoun County*;  
**Margaret Maliszewski**, *Planner, Albemarle County*

The purpose of this session is to provide participants with strategies for creating and implementing a viable and effective preservation plan as an integrated part of comprehensive planning efforts. The session will include discussion of the planning process, and public engagement and participation. The session will explore the various components of a preservation plan and speak to the effectiveness of both regulatory and voluntary program elements, particularly as they relate to rural environments. Finally, the session will look at “on the ground” plan implementation and the common challenges of insufficient staff and monetary resources.

1:30 P.M. – 3:30 P.M.

## Retooling the Toolkit



**Robert A. Carter**, *Deputy Director for Community Services, Department of Historic Resources*; **Robert L. Nieweg**, *Director and Regional Attorney, Southern Field Office, National Trust for Historic Preservation*; **Louis Malon**, *Director of Preservation Services, APVA Preservation Virginia*

What tools are available to support preservation advocacy in Virginia and make the case for historic preservation at the local and statewide level? What is the best role for the APVA Preservation Virginia, the National Trust for Historic Preservation and Virginia’s State Historic Preservation Office respectively to play in cooperating to support grassroots preservation efforts? What new tools or training efforts are needed to help community advocates meet the challenges of historic preservation in the post-2007 world? In this session, representatives of the APVA Preservation Virginia, National Trust for Historic Preservation, and the Virginia Department of Historic Resources will “unpack” the tools that are already available for building greater awareness of the benefits of historic preservation, report on lessons learned from past advocacy and education training initiatives, and engage the audience in

an open discussion of what new tools or new approaches are critically needed to advance preservation advocacy in Virginia

2:00 P.M. – 5:30 P.M.

## “What It Means to be in a Historic District” Workshop



This session is generously sponsored by Historic Staunton Foundation’s Frank and G.G. Pancake Preservation Fund

**David Edwards**, *Department of Historic Resources*; **Elizabeth Tune**, *Department of Historic Resources*; **Camille A. Bowman**, *Department of Historic Resources*; **William T. Frazier**, *Frazier Associates*; **Terry Graham**, *APVA Preservation Virginia*

What does it mean to be in a historic district? For many homeowners within the boundaries of a historic district, it means wondering why they cannot make alterations to their own property without getting “permission” from an architectural review board or historic commission. Where do these boards get their authority anyway? What about those people considering buying a property in a historic district? What are the obligations of the real estate agent to disclose the fact that the listing is in a historic district? Are there opportunities, such as tax credits available to property owners in historic districts, and if so, where does one go for assistance? All of these questions and more will be answered during the workshop, “What it Means to be in a Historic District: A Primer for Property Owners, Real Estate Professionals and Architectural Review Board Members.”

**Please note: In addition to qualifying for continuing education credits from the American Institute of Architects Continuing Education Program, this workshop qualifies as a continuing education and post license education course through the Virginia Real Estate Board.**



*Stonewall Jackson School, Front Elevation from the TJ Collins Architectural Collection, Historic Staunton Foundation*

# REGISTRATION FORM

## 22nd Annual Virginia Preservation Conference and Restore Virginia! Workshop

Register Online at [www.apva.org/register](http://www.apva.org/register).

**Please Note:** Online registrations using MasterCard or VISA will receive a \$25 discount on full registrations for the Preservation Conference; Restore Virginia! or the Conference and Restore Virginia Combination. Online registrations will be taken until *midnight of September 17*.

**Please, only one registrant per form!**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Emergency Contact Person: \_\_\_\_\_

Contact's Day Phone: \_\_\_\_\_ Night Phone: \_\_\_\_\_

Is this your first Virginia Preservation Conference? ☐ YES

☐ **Please check if you have special requirements. An APVA representative will contact you.**

RESTORE VIRGINIA! WORKSHOP	Advanced	On-site (after 9/7)	Subtotal
APVA Member	\$195	\$235	
Non-Member	\$235	\$275	
Full-Time Student*	\$150	\$190	

Friday Barbeque

Restore Registrant No Fee \_\_\_\_\_  
Guest, \$40 \_\_\_\_\_

PRESERVATION CONFERENCE	Advanced	On-site (after 9/7)	Subtotal
APVA Member	\$195	\$235	
Non-Member	\$235	\$275	
Full-Time Student*	\$150	\$190	
Single Day-Monday	\$125	\$155	
Single Day-Tuesday	\$100	\$130	

COMBINED RESTORE & CONFERENCE	Advanced	On-site (after 9/7)	Subtotal
APVA Member	\$350	\$390	
Non-Member	\$430	\$470	
Full-Time Student*	\$260	\$300	

# REGISTRATION FORM CONTINUED

## Optional Tuesday afternoon tours, workshops, sessions:

Walking Tour of Newtown Historic District	Registrant, No fee _____ (Conference registrants only)
Creating a Rural Preservation Plan	Registrant, No fee _____ Other, \$15 _____
Retooling the Toolkit	Registrant, No fee _____ Other, \$15 _____
Historic District Workshop	Registrant, No fee _____ Other, \$20 _____

## TRANSITIONAL EVENT, Sunday, September 23 – Tours & Reception (Optional)

Tours & Reception	Registrant, \$50 _____ Guest, \$55 _____
Reception Only	Registrant, \$35 _____ Other, \$40 _____
<b>TOTAL</b>	<b>\$</b> _____

## PLEASE NOTE:

• Combined registration fee for Restore Virginia and the Preservation Conference does not include the Transitional Event (tours and reception) on Sunday.

\* Full-time students must attach or fax (540-886-6122) a copy of a current student ID indicating full-time status.

## MEMBERSHIP

**Become an APVA member now, pay less to register!** Go to [www.apva.org/join/](http://www.apva.org/join/) and click on the Membership Type at the level you would like to join or renew. Memberships will be considered “Statewide” unless otherwise indicated. For more information on APVA Preservation Virginia membership, please contact Betty Fuccella, Membership Coordinator, (804)648-1889 ext. 305; [efuccella@apva.org](mailto:efuccella@apva.org).

## Payment Information

*Registrations WILL NOT be processed without payment. Only MasterCard and VISA are accepted for online registrations. Full payment by check or purchase order must accompany mailed registrations. We are sorry we cannot accept registrations by fax. To register online, go to [www.apva.org/register](http://www.apva.org/register). \$25 discount will be automatically deducted from the total for full registrations.*

## Payment Type:

☐ Credit Card: \_\_\_\_\_ VISA      \_\_\_\_\_ MasterCard      **Total: \$** \_\_\_\_\_

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

☐ Check (payable to APVA Preservation Virginia)      ☐ PO# \_\_\_\_\_

*Please read cancellation policy on previous page. All refund requests and cancellations must be submitted in writing or online.*

*A \$35 administration fee will be charged.*



# REGISTRATION INFORMATION

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You Can Now Register Online at [www.apva.org/register](http://www.apva.org/register) and Save \$25\*.

## Restore Virginia! Workshop:

The Restore Virginia! Workshop fee includes four workshops at the R.R. Smith Center and all presentations/demonstrations on Saturday and Sunday, and Friday's barbecue dinner at Frontier Culture Museum. General admission to Frontier Culture Museum on Saturday and Sunday, September 22 and 23 is also included in the registration fee. Sunday's Transitional Event is optional and is not included in the registration fee.

## Preservation Conference:

The Preservation Conference fee includes registration for all sessions; continental breakfasts; Monday's luncheon and reception; and the Hospitality Suite on Monday. Tuesday afternoon's sessions, Newtown Tour, and "Historic District" workshop are free to full conference and Tuesday single day registrants but pre-registration is required (see registration form). The Transitional Event on Sunday and the Focus Dinners on Monday are optional and are not included in the registration fees.

## Special Rates for Students:

As a way to encourage full-time students in preservation, planning, architectural history, and archaeology to attend the Preservation Conference and Restore Virginia! Workshop, APVA Preservation Virginia and our partners and sponsors are pleased to offer a **special student rate** of \$150 (advance) for the Preservation Conference (excludes accommodations, Sunday tours/reception, Monday dinner) and \$150 (advance) for the Restore Virginia! Workshop (excludes accommodations, Sunday tours/reception). Documentation of full-time enrollment is required with the registration form.

## Payments:

ONLINE REGISTRATIONS USING MASTERCARD OR VISA WILL RECEIVE A \$25 DISCOUNT ON

- \* **FULL REGISTRATIONS FOR THE PRESERVATION CONFERENCE; RESTORE VIRGINIA! OR A COMBINATION OF BOTH.** The discount will be automatically deducted from the total.

If registering by mail, payment in full must accompany the registration form with credit card authorization (MasterCard and VISA only), purchase order, or check made payable to **APVA Preservation Virginia**, 204 West Franklin Street, Richmond, VA, 23220-5012. We regret that we cannot accept registrations by fax.

One day Preservation Conference rates are on a space available basis. On-site registrations for the conference and Restore Virginia! are also welcome if space permits. Meals cannot be guaranteed with on-site registrations.

Confirmation letters and conference information will be e-mailed to participants. Confirmations will be mailed upon request if received prior to September 7.

## Refunds:

Full refunds for cancellations will be given, less a \$35 administrative fee, if received in writing or by e-mail by September 14, 2007. No refunds can be given after that date; however, a substitute may attend in your place. For further information or to provide the name of your substitute, please e-mail [conference@apva.org](mailto:conference@apva.org).

## Accommodations:

To assure your travel plans, we request that participants make their own hotel reservations.

A limited number of rooms are being held for attendees for the nights of Friday, September 21 through Monday, September 24 at the:

**Stonewall Jackson Hotel & Conference Center**  
Staunton, Virginia  
[www.stonewalljacksonhotel.com](http://www.stonewalljacksonhotel.com)  
1-540-885-4848

The special conference rate of \$90 per night (plus taxes and \$4 per night parking) applies for these four nights. Because a limited number of rooms is available at this rate, we encourage you to register early. To receive this rate, contact the Stonewall Jackson Hotel (phone number above) no later than Tuesday, **August 21, 2007** and indicate you are with the Virginia Preservation Conference (this room block includes those attending Restore Virginia!).

## CLG Registrants For The Preservation Conference:

Registration information for **designated** Certified Local Government representatives will be mailed under separate cover. **Please do not register online.**

# JOIN US FOR FIVE EXCITING DAYS IN SEPTEMBER



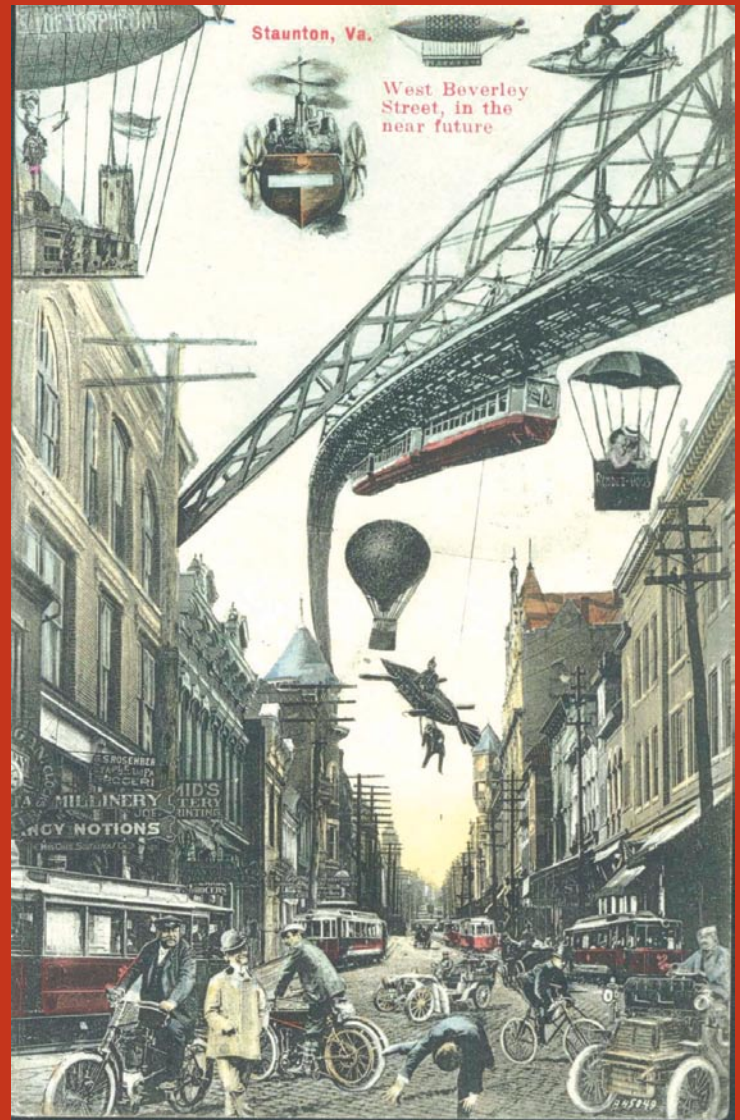
## RESTORE VIRGINIA!

Frontier Culture Museum, and the R.R.  
Smith Center for History & Art  
SEPTEMBER 21 - 23, 2007

## PRESERVATION PAYS!

*virginia's twenty-second annual*  
**PRESERVATION CONFERENCE**  
Stonewall Jackson Hotel, Blackfriars  
Playhouse, and the R.R. Smith Center for  
History and Art  
SEPTEMBER 23 - 25, 2007

Please join Frazier Associates, our Signature Sponsor,  
in supporting the 22nd Virginia Preservation  
Conference and Restore Virginia! Workshop. For  
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